We claim:

1. A paper napkin comprising a single-ply paper web having a longitudinal dimension and a transverse dimension, wherein

the paper web has a longitudinal-to-transverse aspect ratio of at least about 1.7 to 1, and further wherein

the napkin contains no longitudinal folds and at least one transverse fold.

- 2. A paper napkin according to claim 1, wherein said at least one transverse fold is parallel to the cross-machine direction of the single-ply paper web.
- 3. A paper napkin according to claim 1, wherein said at least one transverse fold is parallel to the machine direction of the single-ply paper web.
- 4. A paper napkin according to claim 1, wherein the single-ply paper web has a basis weight of at least about 16 lbs/3000 sq ft ream.
- 5. A paper napkin according to claim 1, wherein the longitudinal dimension of the single-ply paper web is at least about 9½ inches.

- 6. A paper napkin according to claim 1, wherein the longitudinal dimension of the single-ply paper web ranges from about 9½ inches to about 17½ inches.
- 7. A paper napkin according to claim 1, wherein the transverse dimension of the single-ply paper web ranges from about 3 to about 9 inches.
- 8. A paper napkin according to claim 1 containing one transverse fold, where the transverse fold is located to divide the longitudinal dimension substantially in half creating two panels.
- 9. A paper napkin according to claim 8, wherein the single-ply paper web has a basis weight of at least about 13 lbs/3000 sq ft ream.
- 10. A paper napkin according to claim 8, wherein the single-ply paper web has a basis weight of at least about 16 lbs/3000 sq ft ream.
- 11. A paper napkin according to claim 8, wherein the longitudinal dimension of the single-ply paper web ranges from about 9½ inches to about 13½ inches.

- 12. A paper napkin according to claim 8, wherein the longitudinal dimension of the single-ply paper web ranges from about 9½ inches to about 10½ inches.
- 13. A paper napkin according to claim 8, wherein the longitudinal dimension of the single-ply paper web ranges from about 11½ inches to about 12½ inches.
- 14. A paper napkin according to claim 8, wherein the longitudinal dimension of the single-ply paper web ranges from about 12½ inches to about 13½ inches.
- 15. A paper napkin according to claim 8, wherein the transverse dimension of the single-ply paper web ranges from about 4½ inches to about 7 inches.
- 16. A paper napkin according to claim 8, wherein the transverse dimension of the single-ply paper web ranges from about 4½ inches to about 5½ inches.
- 17. A paper napkin according to claim 8, wherein the transverse dimension of the single-ply paper web ranges from about 5½ inches to about 6½ inches.

- 18. A paper napkin according to claim 8, wherein the transverse dimension of the single-ply paper web ranges from about 6½ inches to about 7½ inches.
 - 19. A paper napkin according to claim 1 containing two transverse folds.
- 20. A paper napkin according to claim 19, wherein the single-ply paper web has a basis weight of at least about 16 lbs/3000 sq ft ream.
- 21. A paper napkin according to claim 19, wherein the longitudinal dimension of the single-ply paper web ranges from about 11½ inches to about 17½ inches.
- 22. A paper napkin according to claim 19, wherein the longitudinal dimension of the single-ply paper web ranges from about 11½ inches to about 12½ inches.
- 23. A paper napkin according to claim 19, wherein the longitudinal dimension of the single-ply paper web ranges from about 12½ inches to about 13½ inches.
 - 24. A paper napkin according to claim 19, wherein the longitudinal dimension

of the single-ply paper web ranges from about 16½ inches to about 17½ inches.

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- 25. A paper napkin according to claim 19, wherein the transverse dimension of the single-ply paper web ranges from about 4½ inches to about 7½ inches.
- 26. A paper napkin according to claim 19, wherein the transverse dimension of the single-ply paper web ranges from about 4½ inches to about 5½ inches.
- 27. A paper napkin according to claim 19, wherein the transverse dimension of the single-ply paper web ranges from about 5½ inches to about 6½ inches.
- 28. A paper napkin according to claim 19, wherein the transverse dimension of the single-ply paper web ranges from about 6 inches to about 7 inches.
- 29. A paper napkin according to claim 19, wherein the napkin has an off-fold configuration.
 - 30. A paper napkin according to claim 19, wherein the napkin comprises three

panels, a first panel bounded by a first transverse fold and three free edges; a second panel bounded by the first transverse fold, a second transverse fold and two free edges; and a third panel bounded by the second transverse fold and three free edges.

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- 31. A paper napkin according to claim 30, wherein the first transverse fold is substantially divides the longitudinal dimension of the single-ply paper web in half.
 - 32. A paper napkin according to claim 1 containing three transverse folds.
- 33. A paper napkin according to claim 32, wherein the single-ply paper web has a basis weight of at least about 16 lbs/3000 sq ft ream.
- 34. A paper napkin according to claim 32, wherein the longitudinal dimension of the single-ply paper web ranges from about 11½ inches to about 17½ inches.
- 35. A paper napkin according to claim 32, wherein the longitudinal dimension of the single-ply paper web ranges from about 11½ inches to about 12½ inches.

- 36. A paper napkin according to claim 32, wherein the longitudinal dimension of the single-ply paper web ranges from about 12½ inches to about 13½ inches.
- 37. A paper napkin according to claim 32, wherein the longitudinal dimension of the single-ply paper web ranges from about 14½ inches to about 15½ inches.
- 38. A paper napkin according to claim 32, wherein the longitudinal dimension of the single-ply paper web ranges from about 16½ inches to about 17½ inches.
- 39. A paper napkin according to claim 32, wherein the transverse dimension of the single-ply paper web ranges from about 5½ inches to about 9 inches.
- 40. A paper napkin according to claim 32, wherein the transverse dimension of the single-ply paper web ranges from about 6 inches to about 7 inches.
- 41. A paper napkin according to claim 32, wherein the transverse dimension of the single-ply paper web ranges from about 7 inches to about 8 inches.

- 42. A paper napkin according to claim 32, wherein the transverse dimension of the single-ply paper web ranges from about 8 inches to about 9 inches.
- 43. A paper napkin according to claim 32, wherein the napkin has an off-fold configuration.
- 44. A paper napkin according to claim 32, wherein the napkin comprises four panels, a first panel bounded by a first transverse fold and three free edges; a second panel bounded by the first transverse fold, a second transverse fold and two free edges; a third panel bounded by the second transverse fold and a third transverse fold and two free edges; and a forth bounded by the third transverse fold and three free edges.
- 45. A paper napkin according to claim 44, wherein the second transverse fold divides the longitudinal dimension of the single-ply paper web approximately in half.
- 46. A paper napkin according to claim 1, wherein the single-ply paper web has a basis weight of at least about 13 lbs/3000 sq ft ream.

- 47. A paper napkin according to claim 1, wherein the tensile strength of the single-ply paper web is at least about 2000 grams per three inches.
- 48. A paper napkin according to claim 1, wherein the single-ply paper web has a longitudinal-to-transverse aspect ratio ranging from about 1.7:1 to about 4:1.
- 49. A paper napkin according to claim 1, wherein the single-ply paper web has a longitudinal-to-transverse aspect ratio ranging from about 2:1 to about 3:1.
- 50. A paper napkin according to claim 1, wherein the single-ply paper web has a longitudinal-to-transverse aspect ratio of about 2 to 1.
- 51. A paper napkin according to claim 1, wherein the single-ply paper web has a longitudinal-to-transverse aspect ratio of about 3 to 1.
- 52. A paper napkin comprising a single-ply paper web having a longitudinal dimension and a transverse dimension, wherein

the paper web has a longitudinal dimension ranging from about 91/2 to

13½ inches, a longitudinal-to-transverse aspect ratio of at least about 1.7 to 1, and a basis weight of at least about 13 lbs/3000 sq ft ream,

wherein the napkin contains no longitudinal folds and one transverse fold, and further wherein said transverse fold substantially divides the longitudinal dimension into approximately equal halves.

- 53. A paper napkin according to claim 52, wherein the paper web has a transverse dimension ranging from about 4½ to about 7 inches.
- 54. A paper napkin according to claim 52, wherein the transverse fold is parallel to the cross-machine direction of the single-ply paper web.
- 55. A paper napkin according to claim 52, wherein the transverse fold is parallel to the machine direction of the single-ply paper web.
- 56. A paper napkin comprising a single-ply paper web having a longitudinal dimension and a transverse dimension, wherein

the single-ply paper web has a longitudinal dimension ranging from about

11½ inches to about 17½ inches, a longitudinal-to-transverse aspect ratio of at least about 2 to 1, and a basis weight of at least about 16 lbs/3000 sq ft ream, wherein the napkin contains no longitudinal folds, two transverse folds, and has an

off-fold configuration, and further wherein

the napkin comprises three panels, a first panel bounded by a first transverse fold and three free edges; a second panel bounded by the first transverse fold, a second transverse fold and two free edges; and a third panel bounded by the second transverse fold and three free edges.

- 57. The paper napkin according to claim 56, wherein the second transverse fold divides the longitudinal dimension of the single-ply paper web approximately in half.
- 58. A paper napkin according to claim 56, wherein the paper web has a transverse dimension ranging from about 4½ inches to about 7 inches.
- 59. A paper napkin according to claim 56, wherein the two transverse folds are parallel to the cross-machine direction of the single-ply paper web.

- 60. A paper napkin according to claim 56, wherein the two transverse folds are parallel to the machine direction of the single-ply paper web.
- 61. A paper napkin comprising a single-ply paper web having a longitudinal dimension and a transverse dimension, wherein

the single-ply paper web has a longitudinal dimension ranging from about 11½ inches to about 17½ inches, a longitudinal-to-transverse aspect ratio of at least about 2 to 1, and a basis weight of at least about 16 lbs/3000 sq ft ream, wherein

the napkin contains no longitudinal folds, three transverse folds, and has an off-fold configuration, and further wherein

the napkin comprises four panels, a first panel bounded by a first transverse fold and three free edges; a second panel bounded by the first transverse fold, a second transverse fold and two free edges; a third panel bounded by the second transverse fold and a third transverse fold and two free edges; and a forth bounded by the third transverse fold and three free edges.

62. The paper napkin according to claim 61, wherein the paper web has a transverse dimension ranging from about 5½ inches to about 9 inches.

- 63. A paper napkin according to claim 61, wherein the three transverse folds are parallel to the cross-machine direction of the single-ply paper web.
- 64. A paper napkin according to claim 61, wherein the three transverse folds are parallel to the machine direction of the single-ply paper web.
- 65. A paper napkin for dispensing from a napkin dispenser comprising a single-ply paper web having a longitudinal dimension and a transverse dimension, wherein

the paper web has a longitudinal-to-transverse aspect ratio of at least about 1.7 to 1 and a basis weight of at least about 16 lbs/3000 sq ft ream, and further wherein the napkin contains no longitudinal folds and comprising at least one transverse fold.

66. A paper napkin comprising a single-ply paper web having a longitudinal dimension and a transverse dimension, wherein

the single-ply paper web has a longitudinal dimension ranging from about 91/2

inches to about 10½ inches, a transverse dimension ranging from about 4½ inches to about 5½ inches, and a basis weight of at least about 13 lbs/3000 sq ft ream,

wherein the napkin contains no longitudinal folds and one transverse fold, and further wherein the transverse fold divides the single-ply paper web into two panels or approximately equal area.

67. A paper napkin comprising a single-ply paper web having a longitudinal dimension and a transverse dimension, wherein

the single-ply paper web has a longitudinal dimension ranging from about 12½ inches to about 13½ inches, a transverse dimension ranging from about 6 inches to about 7 inches, and a basis weight of at least about 13 lbs/3000 sq ft ream,

wherein the napkin contains no longitudinal folds and one transverse fold, and further wherein the transverse fold divides the single-ply paper web into two panels or approximately equal area.

68. A paper dispenser napkin comprising a single-ply paper web having a longitudinal dimension and a transverse dimension, wherein

the single-ply paper web has a longitudinal dimension ranging from about 111/2

inches to about 12½ inches, a transverse dimension ranging from about 6 inches to about 7 inches, and a basis weight of at least about 16 lbs/3000 sq ft ream, and wherein

the napkin contains no longitudinal folds, two transverse folds, and has an off-fold configuration.

69. A paper dispenser napkin comprising a single-ply paper web having a longitudinal dimension and a transverse dimension, wherein

the single-ply paper web has a longitudinal dimension ranging from about 16½ inches to about 17½ inches, a transverse dimension ranging from about 4½ inches to about 5½ inches, and a basis weight of at least about 16 lbs/3000 sq ft ream, and wherein

the napkin contains no longitudinal folds, two transverse folds, and has an off-fold configuration.

70. A paper dispenser napkin comprising a single-ply paper web having a longitudinal dimension and a transverse dimension, wherein

the single-ply paper web has a longitudinal dimension ranging from about 121/2

inches to about 13½ inches, a transverse dimension ranging from about 6 inches to about 7 inches, and a basis weight of at least about 16 lbs/3000 sq ft ream, wherein

the napkin contains no longitudinal folds, three transverse folds, and has an offfold configuration, and further wherein

the napkin comprises four panels, a first panel bounded by a first transverse fold and three free edges; a second panel bounded by the first transverse fold, a second transverse fold and two free edges; a third panel bounded by the second transverse fold and a third transverse fold and two free edges; and a forth bounded by the third transverse fold and three free edges.

71. A packet of folded paper napkins comprising a plurality of folded paper napkins oriented in the same direction and stacked one adjacent another, each folded paper napkin comprising a single-ply paper web having a longitudinal dimension and a transverse dimension, wherein

the paper web has a longitudinal-to-transverse aspect ratio of at least about 2 to 1, and further wherein

the napkin contains no longitudinal folds and at least one transverse fold.

- 72. The stack of folded napkins according to claim 71, wherein packaging extends around the formed stack.
- 73. The stack of folded napkins according to claim 72, wherein paper is used as the packaging.
- 74. The stack of folded napkins according to claim 72, wherein poly-wrap is used as the packaging.
- 75. The stack of folded napkins according to claim 71, each folded paper napkin comprising a single-ply paper web having a longitudinal dimension and a transverse dimension, wherein

the paper web has a longitudinal dimension ranging from about 10 to 13 inches, a longitudinal-to-transverse aspect ratio of at least about 2 to 1, and a basis weight of at least about 16 lbs/3000 sq ft ream,

wherein the napkin contains no longitudinal folds and one transverse fold, and further wherein said first transverse fold divides the longitudinal dimension of the single ply web approximately in half.

- 76. A paper napkin dispenser comprising:
- (a) a housing comprising an opening for dispensing paper napkins from a stack of paper napkins in an individual manner; and
 - (b) a stack of folded paper napkins according to claim 78.
 - 77. A paper napkin dispenser comprising:
- (a) a housing comprising an opening for dispensing paper napkins from a stack of paper napkins in an individual manner; and
 - (b) a stack of folded paper napkins according to claim 82.
- 78. A paper napkin dispenser according to claim 77 further comprising a means inside the housing to urge the paper napkins toward the opening and an access means for refilling the housing with additional stacks of paper napkins.
- 79. A paper napkin dispenser according to claim 78 further comprising a means inside the housing to urge the paper napkins toward the opening and an access means for refilling the housing with additional stacks of paper napkins.
 - 80. A method of making a paper napkin comprising:

(a) providing a single-ply paper web having a longitudinal dimension and a transverse dimension, wherein

the single-ply paper web has a longitudinal-to-transverse aspect ratio of at least about 2 to 1; and

- b) folding one transverse free edge of the single-ply paper web toward the other transverse free edge to create two panels in the single-ply paper web.
- 81. The method according to claim 80, wherein the two panels have approximately equal areas.
- 82. The method according to claim 80, wherein the single-ply paper web provided has a longitudinal dimension ranging from about 9½ inches to about 13½ inches, and a basis weight of at least about 13 lbs/3000 sq ft ream.
- 83. The method according to claim 82, wherein the two panels have approximately equal areas.
 - 84. A method of making a paper napkin comprising:
 - (a) providing a single-ply paper web having a longitudinal dimension

and a transverse dimension, wherein

the single-ply paper web has a longitudinal-to-transverse aspect ratio of at least about 2 to 1;

- (b) first folding one transverse free edge of the single-ply paper web toward the other transverse free edge to create a transverse fold line dividing the longitudinal dimension of the single-ply paper web, and
- (c) subsequently folding the first transverse fold line toward the transverse free edge to create an additional two transverse fold lines on the single-ply paper web.
- 85. The method according to claim 84, wherein three panels are formed on the single-ply paper web.
- 86. The method according to claim 84, wherein four panels are formed on the single-ply paper web.
- 87. The method according to claim 84, wherein the single-ply paper web provided has a longitudinal dimension ranging from about 11½ inches to about 17½ inches, and a basis weight of at least about 16 lbs/3000 sq ft ream.

- 88. The method according to claim 85, wherein the two panels adjacent to the first transverse fold line are approximately equal in area.
- 89. The method according to claim 85, wherein the two panels adjacent to the transverse free edges of the single-ply web are approximately equal in area.
- 90. The method according to claim 89, wherein the four panels formed on the single-ply paper web are approximately equal in area.
- 91. A paper napkin comprising a single-ply paper web having a longitudinal dimension and a transverse dimension, wherein

the paper web has a longitudinal -to-transverse aspect ratio of at least about 1.7 to 1;

the napkin contains no longitudinal fold and at least two transverse folds, said transverse folds dividing the web into at least three panels and wherein the panels have approximately equal surface areas; and

when fully opened, the direction of the folds is reversed for each adjacent transverse fold.

- 92. The single-ply napkin according to claim 91, wherein the napkin contains at least three transverse folds.
- 93. A paper dispenser napkin comprising a single-ply paper web having a longitudinal dimension and a transverse dimension, wherein

the single-ply paper web has a longitudinal dimension ranging from about 11½ inches to about 17½ inches, a transverse dimension ranging from about 4½ inches to about 9½7 inches, and a basis weight of at least about 13 lbs/3000 sq ft ream, wherein

the napkin contains no longitudinal folds and five transverse folds, and wherein

the napkin comprises eight panels, a first panel bounded by a first transverse fold and three free edges; a second panel bounded by the first transverse fold, a second transverse fold and two free edges; a third panel bounded by the second transverse fold and a third transverse fold and two free edges; a fourth panel bounded by the third transverse fold, a fourth transverse fold and two free edges; a fifth panel bounded by the fourth transverse fold and a fifth transverse fold and two free edges; a sixth panel bounded by the fifth transverse fold, a sixth transverse fold and two free edges; a seventh panel bounded by the sixth transverse fold, a seventh transverse fold and two free edges; and an eight panel bounded by the seventh transverse fold and three free edges.